

# It Is Not How Much Can We Get, But How Low Can We Sell

## Monroe Clothes



Bringing to Memphis the Famous

**2-Pants Suits**  
At Regular Monroe Prices

**\$40—\$50  
\$60**

There are two ways of cutting into the high cost of clothes, and Monroe Clothes cut both ways. Monroe Clothes give more for your money and charge less.

In addition to our sustained policy of always presenting 100% value, we will, this Fall, offer nationally the Monroe Two-Pants Suits.

The extra pair increases a suit one-third in actual quantity and doubles the wear.

Think back how often you have looked at a fine coat with months of wear left in it, and had to discard it because the pants were worn out.

And don't overlook the convenience of an extra pair of pants. When one pair needs pressing, there's always a pressed pair hanging in the closet.

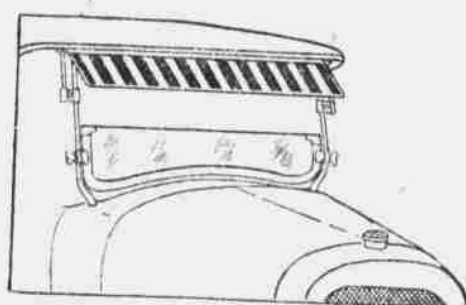
Remember, these Two-Pants Monroe Suits are the same silk-sewn, all-wool Monroe quality—the same smart, up-to-date Monroe style that New York men wear—approved by the 500,000 men who have bought and worn Monroe Clothes.

Monroe Clothes are the New York idea in style and the national idea in price and economy.

The Monroe label guarantees you satisfaction, and the price ticket attached to each garment is the nation-wide guaranty of standard Monroe Clothes prices. Monroe Clothes are sold exclusively by Bry's in Memphis.

(Main Floor.)

### Less Than Cost to Make Auto Sun Shades



Not a fad but an absolute necessity on every automobile. All sizes and colors, regulation. Just a large distributor who was overloaded. Complete with all attachments,  
**\$3.98**  
Saturday

### Fascinating Modes in Georgette Blouses

**\$5—\$7.95  
\$10**

—Overblouses  
—Tie Backs  
—Regulations  
Large and varied showing in new colorings of navy, brown, taupe, Aztec, oriole and bisque. Square and flat collar and collarless ideas—trimmings of silk or wool embroidery or beads—long and three-quarter sleeves.

(Third Floor.)

### Wool Sweaters The Rage of the Season



Varying in Price

**\$7.69 and \$10**

All of the season's most desirable styles. Ripple tail effects in tuxedo models, with angora revers, others fringed, close knitted effects. A large variety of colors and styles; some are finished with neat kid belts.

(Third Floor.)

### SCHOOL SUITS

Unusually Low—

**\$8.85**



In splendid makes, new Norfolks, pleated, belted all round, in all wanted patterns and mixtures, including a few all-wool blue serges; sizes from 6 to 18.

### Boys' Madras Corded Blouses

In solid white or fancy fast color stripes, collar attached, yoke back;  
**\$1.10**  
all sizes, 6 to 15.

### All-Wool Slipover or Coat Style Sweater \$3.95

In solid or combination colors, most of them have big roll collars, just the style the schoolboy wants; extra special for Saturday, \$3.95.

(Boys' Shop—Fourth Floor.)

## Bry's

MEMPHIS, TENN.

A Series of Remarkable  
Purchases Made  
Through the Unsettled  
Market Conditions In

**New Suits—New Dresses—New Coats**



**Saturday, the Season's Most Attractive**

## Dresses for Fall

Decidedly Underpriced At—

**\$24.95**

Duvelyn, Tricolettes, Embroidered Tricotines,  
Beaded Tricotines, Charmeuse and Satins,  
Kitten's Ear Crepe Dresses

800 dresses, all new fall models, specially purchased at savings from \$10 to \$20 on each dress. Remember they are all new and held aside for this great event.

This is good news for the thrifty women who know values. See them in our Main street window, then judge for yourself. Women's, misses' and extra sizes.

(Third Floor.)

## Smart New Suits

**\$39.75**

Tricotine, tinseltone, duvet de laine, silvertone, yalama, velour and velour de laine. Styles embrace tailleurs, straight line, short ripple coats.

A sale of suits of the highest character way under price. You must see them to appreciate their value. Every garment full lined with exquisite silks.

Suits that are perfect in every detail. Suits made of the finest materials, some of them express beauty and grace that is seldom seen. Many handsomely embroidered.

(Third Floor.)

### All-Silk Jersey Petticoats

Offering a Variety of  
Styles and a Special  
Low Sale Price

**\$5**

A special visit to see these unusual values will be certain to prove satisfactory. Of excellent quality silk jersey, their straight, slender lines make them most desirable for wear with the autumn costume. All shades and combinations. Three of the styles are illustrated.

(Petticoat Shop—Third Floor.)



### Special Purchase and Sale Roman Stripe and Plaid

**Wool Serge  
Pleated Skirts  
\$9.75**

These skirts are made of the finest all-wool serge and are made in such manner that they cannot be other than satisfactory. Neatly and accurately made. Novelty pleatings in box, knife, side and combination; beautiful silk roman stripes and plaids. The very latest innovation and most attractive and serviceable. Sizes 26 to 38.

(Third Floor.)



**15,000  
Fresh Cut  
Roses**

—and—  
**Carnations**



Two Dozen in a Bundle;  
Per Dozen—

**39c**

(Limit 2 Dozen.)  
All Fern Leaves, 3 for 10c.

### Pure Foods For Less

Crystal White Soap  
\$4.95 Per Box of 100 Bars  
War stock; single wrapped, well seasoned and will last longer; by the bar, 5 1/2¢ each.

Tomatoes, New Pack  
No. 3 tin, 14¢; per case 24, \$3.30.

No. 2 tin, 10¢; per case 24, \$2.35.

Now is the time, at this low price to buy your winter supply.

Golden Age Spaghetti 10c  
Full pound package. This is a real value, a full 16-oz. size.

Flag Brand Bartlett Pears  
No. 2 1/2 tin, 45¢.

Fancy California fruit in syrup. This is the grade you want for salads, etc.

Kapo Syrup  
No. 1 1/2 tin 14¢.

Teco Pancake Flour  
Full pound package, 10¢.  
Both buckwheat and pancake flour.

### Saturday Special

No. 8 pail

Lard Compound, \$1.69

Chum Salmon  
1-lb. tin, 13¢; 2 for 25¢; per case 48, \$5.75.

Roast Beef  
2-lb. tin, 30¢; per case 24, \$7.20.

Army Bacon  
12-lb. tin, \$2.50; per case of 6, \$15.42.

Corned Beef (Libby's)  
No. 1 tin, 12-oz., 20¢; per case 48, \$9.60.

Baked Beans 9c  
No. 3 tin, per case 24, \$2.16.

Soups 3 for 25c  
3 for 25c; all flavors except tomato, per case 48, \$3.00.

(Groceries—Third Floor.)

### Women's Novelty

### Silk Hose

A special purchase of 6,000 pairs direct from the mills at a fraction of their real value.

**\$1.97**

**\$4.25 and \$5.98**

Thread silk, full fashioned, drawn work fronts, lace and embroidered clocks, every pattern new; complete line of sizes.

Women's Full Fashioned Silk Hose \$2.00  
Lisle tops, with all reinforcements, assorted colors and sizes.

Women's Pure Thread Silk Hose \$1.59  
With seam, all reinforcements, cordovan, black, white; complete line of sizes.

Children's Ribbed Hose 49c  
In black, white, cordovan; medium ribbed; splendid wearing hose, good fall weight; assorted sizes, 40c.

(Main Floor.)